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Water shortage and health awareness driving bottled water consumption in India, finds Netscribes

Netscribes (India) Pvt. Ltd., updates its Bottled Water in India report covering a market which has been growing rapidly. It is a part of Netscribes' Food & Beverage Industry Series reports.

Mumbai, India – June 18, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report – Bottled Water in India. The packaged water consumption is growing in India with rising concerns amongst consumers regarding health and with increasing promotional activities the market shows huge potential for players.

The report begins with the market overview section which provides a detailed description of the current and forecasted off-trade/retail sales. The difference between packaged and mineral water as well as different forms of distribution is also covered in this section. The section also highlights the regional consumption of bottled water in terms of the bulk water consumption and also the off-trade sales in various regions of India. It also includes the import and export structure of bottled water and the brands that are traded.

This is followed by an analysis of the drivers of the market that include rise in income and consumption, sound economics and high profitability, water shortage and low bottled water consumption, increasing consumer awareness on health issues, increase in water borne diseases, archaic government laws supporting groundwater exploitation and growth in foreign visitors and expatriate population. The key challenges identified include inefficient transport infrastructure, low-entry barriers and threat from low-quality products, possible threat from public campaigns and litigation, brand and category differentiation and increasing use of water purifiers. The key trends in the market have also been identified which include brand building, institutional sales, wide packaging formats, new entrants from other sectors, launch of flavored water, and natural mineral water going abroad.

The competition section provides the competitive structure of the industry and shows the market share of various brands that operate in the space. The brief profiles of the various companies that operate in the segments of the market have been also provided. The key development section gives a view of the recent happenings in the industry.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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